GOVERNMENT OF ANDHRA PRADESH
ABSTRACT

Home Department – CINEMAS – M/s. INOX Leisure Limited, LEPL ICON, Patamata, Vijayawada – Permission for enhancement of rate of admission and to screen five (5) shows per day – Accorded – Orders – Issued.

HOME (GENERAL.A) DEPARTMENT

G.O.MS.No. 185 Dated: 05-12-2017.

Read the following:

From the Joint Collector & Addl. District Magistrate, Krishna, Machilipatnam, F.No. REV-CSECOCA(REP)/3/2017-SA- (C2) – KCO, Dated: 10.08.2017.

O R D E R:-

In the reference read above, the Joint Collector, Krishna and Licensing Authority has informed that Authorized signatory, M/s. INOX Leisure Limited, LEPL ICON, Patamata, Vijayawada has requested for increase in the admission rates due to inflation i.e., the salaries of the staff have been increased, diesel rate was hiked, electricity charges were increased, entertainment tax increased and they have upgraded the sound system in their Multiplex Theatres by replacing all the HT switchgears (Oil Circuit Breakers) with modern VCB (Vacuum Circuit Breakers) for increase of safety and power reliability. They therefore requested to issue orders for increase of admission rates and increase of shows with flexible timings between 8.00 AM to 1.30 AM.

2. The Joint Collector, Krishna after consulting the Sub – Collector, Krishna has informed that the multiplex consists of four (4) screens and screening five (5) shows in each screen per day. The present fare per ticket is Rs. 175/- for Recliners (Royal) and Rs. 125/- for remaining seats (Club) both for 2D and 3D movies. He has also informed that ticket fare in surrounding multiplex theatres is ranging from Rs. 150/- to Rs. 200/- for 2D movies, Rs. 175/- to Rs. 230/- for 3D movies. The Joint Collector, Krishna District has finally recommended for grant of admission rates and flexible timings as follows:

1. For timings: 8.00 AM to 1.30 AM
2. For admission rates:

For 2D Movies	Rs. 150/- for Club Class	Rs. 200/- for Royal Class
For 3D Movies	Rs. 180/- for Club Class	Rs. 230/- for Royal Class

3. Government after careful examination of the proposal and in exercise of the powers conferred under clause (a) of sub rule 3 of rule 11 (b) of Andhra Pradesh Cinemas (Regulation) Rules, 1970, hereby permit to enhance the rate of admission as Rs. 150/- (Club Class) and Rs. 200/- (Royal Class) for 2D Movies, Rs. 180/- (Club Class) and Rs. 230/- (Royal Class) for 3D movies allowing to screen five (5) shows between 8.00 AM to 1.30 AM in all the four (4) Screens of Multiplex M/s. INOX Leisure Limited, LEPL ICON, Patamata, Vijayawada.

4. The licensing authority is directed to thoroughly inspect the facilities during the periodical half yearly inspections and in case any deficiency is found inform the same to Government so that action can be taken automatically to withdraw the enhanced rates of admission accorded in Para - 3 above and also subject to the conditions laid down in annexure appended to this order being strictly fulfilled by the management of M/s. INOX Leisure Limited, LEPL ICON, Patamata, Vijayawada.

(P.T.O)

5. The Joint Collector, Krishna District shall take further necessary action accordingly in the matter.

(BY ORDER AND IN THE NAME OF GOVERNOR OF ANDHRA PRADESH)

A.R. ANURADHA
PRINCIPAL SECRETARY TO GOVERNMENT

To
The Joint Collector & Licensing Authority, Krishna District.
The PS to Special Chief Secretary to Hon'ble Chief Minister
The Authorised Signatory, M/s. INOX Leisure Ltd., LEPL ICON, Patamata, Vijayawada.
The PS to Principal Secretary to Government, Home Department.
SF/SC.

/// FORWARDED : : BY ORDER ///

SECTION OFFICER

ANNEXURE TO G.O.MS. NO.185, HOME (GENERAL.A) DEPARTMENT, Dated 5.12.2017.

CONDITIONS FOR MULTIPLEXES

a) The CCTV system shall be maintained without any interruption.

b) Night vision cameras to be installed specially at the Box Office to capture the images of the patrons buying tickets during the late evening hours.

c) The patrons shall be provided with lifts/escalators for exit at the end of the shows on par with such facility provided at the time of entering the theatre.

CONDITIONS FOR THEATRES AND MULTIPLEXES

1) The rates of tickets and rates of online Cinema ticket service charges with the name of the agency shall be exhibited at the counter and in any other conspicuous manner.

2) All gangways, exits and treads of steps and stairways shall be maintained with no slippery surfaces at all times.

3) The corridors, area earmarked for lobby and parking for the use of cine-goers, should not be let out for any commercial or other purpose.

4) No vehicle shall be parked or allowed to stand in such a way as to obstruct exits or impede the rapid dispersal of persons accommodated, in the event of fire or panic.

5) Emergency evacuation plan shall be drawn and got approved by the licensing authority within one month. (Uphaar Theatre- Hon'ble Supreme Court Directions).

6) A short documentary shall be screened during every show by showing the exits, emergency escape routes and instructions as to what to do and what not to do in the case of fire or other hazards (Uphaar Theatre – Hon'ble Supreme Court Directions).

7) The staff/ushers including security staff should be periodically trained to operate the fire safety equipment during emergency in fire drills and evacuation procedures to provide support to the patrons in case of fire or any other calamity. Mock drills shall be conducted once every 6 months. (Uphaar Theatre- Hon'ble Supreme Court Directions).

8) While the Theatres are entitled to regulate the exit through doors other than the entry door, under no circumstances should the entry door (which can act as an emergency exit in the event of fire or other emergency) be bolted from outside. At the end of the show, the ushers may request the patrons to use the exit doors by placing a temporary barrier across the entry gate which should be easily movable (Uphaar Theatre – Hon'ble Supreme Court Directions).

9) The emergency department telephone numbers of the nearest Hospitals, Police Station and Fire Department shall be displayed in every show.

10) The Management should facilitate periodical inspection by the Fire Officer concerned.

11) The Management should obtain insurance coverage for all the employees and audience/visitors/vendors.

12) The Management shall ensure all safety measures including fire safety measures as prescribed by Government National Building Code and other statutes or orders issued by Government from time to time.

13) There should be no modifications to the available parking area as seen in the re-inspection report to avoid reduction in parking area.

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14) Adequate valet parking staff and security guards should be provided for a parking convenience, safety and traffic regulation at entry and exit.

15) All precautions should be taken for safety during movement and parking of vehicles inside the multiplex area.

16) No obstruction should be made in form of advertisement boards, stalls, etc in and around the multiplex which hinders free movement of vehicles and parameters of safety.

17) Toilets should be clean and hygienically maintained, adequate number of wash basins of porcelain/stainless steel shall be provided along with soap to wash hands, with warm running water, and hot air for cleaning hands and drying them hygienically. Clean and dry towels shall be kept for the use of customers. Under no circumstances should the toilets and wash- basins be clogged and in a stinking condition. Any complaint in this regard will be viewed seriously.

18) The rates of food items, snacks and beverages sold in the premises shall at reasonable rates and should never exceed the retail price printed thereon. Foodstuffs and snacks should always be fresh and hygienically packed. There shall be no exploitation of customers in this regard. Any complaint in this regard will result in imposition of severe penalties.

19) Air conditioners should be maintained in proper condition, and if found not working severe penalty will be imposed.

20) Fresh and clean drinking water must be provided for the patrons.

21) The parking areas of the Multiplex and the nearby commercial complex should be kept separate.

22) There should be smooth finish in the space between the road and entry/exit of the Mall.

23) There are minor signages and painting to be completed at basement levels III & IV. There should be finished before operating the Cinema theatre.

24) Women Help Desk: The Management shall arrange for Women Help Desk to help/assist women patrons especially for night shows from 7:00 P.M. to 02:00 A.M. which includes arranging for Taxi if they want keeping details of Taxi drivers for safety of women patrons.

A.R. ANURADHA
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